MANAGING CONTENT BASED ON REPUTATION

ABSTRACT

[00103]   Techniques are described for managing various types of content in order to identify content having attributes of interest, such as based at least in part on automatically generated assessments of the reputations of authors of the content and/or of evaluators of the content. When content of sufficient interest is identified, it can then be provided to readers in various ways. In some situations, the content being evaluated and managed may include item reviews and/or how-to guides provided to a Web merchant by user authors, and in some situations may include information from blogs. Various types of awards can also be provided to authors and/or evaluators based on one or more of multiple types of reputation scores from their assessed reputations. This abstract is provided to comply with rules requiring it, and is submitted with the intention that it not reflect the limit of the scope of the claims.